

Strategies to
inspire, organise
and represent
workers.

The Negotiator's Guide

LRS Labour
Research
Service



The Negotiator's Guide

Strategies to inspire, organise & represent workers.

2

Think piece

Recruitment & organising

A background to bargaining

LRS Labour
Research
Service



Communication is central to recruitment and organising.



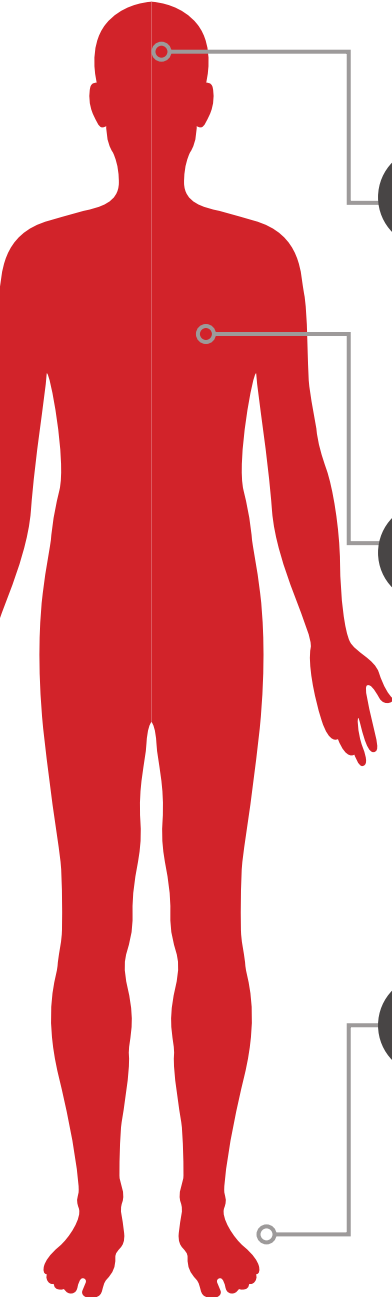
Put simply, organising is an ongoing conversation among workers and between workers and their elected representatives.

Recruitment and organising are vitally important to trade unions. Recruitment and organising are related processes. They are also quite different.

Recruitment is the promise of being part of something greater than oneself. Organising is delivering on that promise.

This chapter distinguishes between recruitment and organising by describing what a worker is likely to think about (the head), feel (the heart) and do (the feet).

A worker that has been recruited



Head level - Thinking

- Understands the story of the union and the rights the union has won in her workplace
- Understands what the union is able to offer her
- Understands what her rights and responsibilities are as a union member



Heart level - Feeling

- Has shared her fears, needs and aspirations with the union
- Feels valued as a person and worker
- Feels she has been giving the opportunity to exercise choice
- Feels that she will be able to learn and grow
- Feels that she is joining a collective that she can actively participate in and that will protect her



Feet level - Doing

- Is willing to participate in democratic processes
- Is willing to articulate her needs
- Is willing to support fellow workers
- Is willing to contribute financially to sustain the union

A worker that has been organised into a trade union



Head level - Thinking

- Know her rights and the responsibilities of the employer
- Knows the contents of the most recent collective agreement
- Knows the power and responsibility of the trade union



Heart level - Feeling

- Feels a sense of belonging
- Feels protected from being exploited by the employer
- Feels confident to engage in discussion
- Feels part of a collective voice



Feet level - Doing

- Participates in union activities
- Initiates discussions when necessary with the union
- Participates in the collecting of demands and the organising and mobilising around collective bargaining